

# AWF ENGAGEMENT IN CHINA

**A**frica and China have long enjoyed a close relationship. Today, China is Africa's largest trading partner. And, thanks to Chinese investment, the African continent has developed rapidly in the past several years.

Asian demand for ivory and other illicit wildlife products, however, has led to a surge in wildlife poaching on the African continent. At the same time, some of Africa's development has occurred at the expense of its natural resources.

More than ever, the futures—and fortunes—of Africa and China are intertwined. It is clear that China has a significant role to play in the conservation of Africa's wildlife and wild lands.

## I Africa's Conservation Organization

Founded in 1961 during the African independence movement, the African Wildlife Foundation (AWF) is the oldest and largest conservation organization focused solely on Africa. As "Africa's conservation organization," AWF advocates for wildlife and wild lands as part of a modern and prosperous continent.

AWF implements conservation projects in more than 14 countries across East, West, Central, and Southern Africa. We supplement these on-the-ground activities with proactive advocacy efforts in Africa and China, to effect policy change and to engage the public.

In Africa, a formal recommendation by AWF to promote wildlife and wild land conservation in Africa's development agenda was integrated into the African Union's (AU's) final Vision 2063 document. While AWF continues to deepen its relationship with the AU, we have also forged strong ties with sub-Saharan Africa's various regional economic communities and African heads of state.

## I AWF's Programs on the Ground

AWF's conservation work on the African continent falls into four main areas:

- **Land.** AWF works at a large-landscape scale to secure mosaics of conservation land. We assist local, national and regional partners in protected area planning, expansion and management. We incorporate climate change adaptation and mitigation efforts into many of our projects.
- **Species Protection.** We provide "emergency" grants that support local partners in fighting wildlife poaching and trafficking—ensuring a direct and immediate impact. AWF protects wildlife in other ways, too, including supporting wildlife authorities to better protect their wildlife populations.
- **Enterprise.** AWF establishes conservation enterprises—conservation lodges, sustainable agricultural enterprises and more—that promote conservation and allow rural communities to benefit from living alongside wildlife. And, through our wholly owned subsidiary, African Wildlife Capital, we support African enterprises that make a positive conservation and socioeconomic impact.





- **Schools.** In key landscapes where rural communities make a specific commitment to conserving wildlife or habitat, AWF builds quality primary schools through our Classroom Africa program. We subsequently support those schools by arranging for teacher training and providing conservation-oriented programming.

## I Outreach in China

As Africa continues to develop and modernize, it needs the help of powerful friends like China to protect wildlife and wild lands on the continent. AWF invites the full participation of China in our conservation mission.

We conduct a variety of outreach efforts to enlist the help of all levels of Chinese society in conserving the wildlife and wild lands of a modern Africa:

- **'Say No' Campaign.** Since 2013, AWF and partner WildAid have been running a public awareness campaign in China on the damaging effects of ivory and rhino horn demand. In billboards and through television public service announcements (PSAs), Chinese celebrities—such as former NBA star Yao Ming, actress Li Bingbing and classical pianist Lang Lang—urge audiences not to buy ivory. Three years after the start of our campaign, 90 percent of those who had seen the PSAs said they would not buy ivory.
- **China–Africa Dialogue.** For the past two years, AWF and the Aspen Institute have hosted a series of Track II dialogues to engage prominent Africans and Chinese in calling for sustainable development on the African continent. These dialogues have successfully brought African conservation issues to the fore of policy discussions in, and between, China and Africa. The China–Africa Dialogue series culminated in the creation of a China–African Wildlife Conservation Council, whose members work to highlight the need for sustainable development in Africa. The council includes businesspeople, influential citizens and celebrities, such as Tanzanian music artist Alikiba and actor Baoqiang Wang.
- **Online Outreach.** To build a global base of supporters who will advocate for Africa's wildlife, AWF also maintains an online presence in China. China's active online audience can visit our Chinese-language website ([www.awfchina.cn](http://www.awfchina.cn)) and reach out to AWF via some of China's most popular social media platforms. These include Sina Weibo, WeChat (Weixin), YouKu and Tencent Video.

Contact us to learn how you can work with us to protect Africa's wildlife and wild lands.



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